

PAO 85-0418

30 August 1985

MEMORANDUM FOR: Director of Central Intelligence

FROM: George V. Lauder
Director, Public Affairs Office

SUBJECT: Invitation to Address the Orange County Chamber of Commerce

1. Action Requested: Accept or decline an invitation to address a luncheon meeting of the Orange County Chamber of Commerce's Annual 1985 Economic Outlook Conference at the Anaheim Hilton, Thursday, 7 November.

2. Background: President of the Orange County Chamber of Commerce Lucien D. Truhill has invited you to be the keynote speaker. You are asked to speak for about 30 minutes on "Intelligence and the Free Enterprise System," since the theme of the conference is "Free Enterprise--How is the System Doing?" You could expect an audience of approximately 1,200 CEO's, presidents of companies from the leading industries of the area, and government leaders. (See brochure opposite and letterhead for list of Board of Directors.) Although radio and television coverage will not be permitted, you could expect print media to be present. Some foreign nationals could also be present.

In cooperation with the U.S. Department of Commerce, the U.S. Small Business Administration, and forty-eight Southern California organizations, the Orange County Chamber of Commerce has sponsored two decades of Economic Outlook Conferences. According to the conference's brochure the county has successfully drawn 74 banks and financial institutions and thousands of other businesses into their area. As a result, the conference has grown to become the largest business event of its type in the United States. Former speakers have included Secretary of Defense Weinberger, Secretary of Treasury William Simon, Chairman of the Board for General Motors Thomas Murphy, and Chairman of the Board of Bank of America Leland Prussia. The speakers for this year's conference will be Chairman and CEO of Chase Manhattan Corporation Willard C. Butcher, Chairman of the Board of Chevron Corporation George M. Keller, President of the American Medical Association Harrison L. Rogers, Jr., M.D., Chairman of the Board of the U.S. Chamber of Commerce Frank L. Morsani, and Economic Advisor to the Reagan Administration Dr. Arthur Laffer. Economic Editors from U.S. News and World Report will make up the afternoon program.



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In June you declined the World Affairs Council of Orange County's invitation to address one of its dinner meetings, which could likely be regenerated if you decide to honor the Chamber of Commerce.

3. Recommendation: None. Indicate your preference and Public Affairs will make an appropriate response.

STAT



George V. Lauder

ACCEPT:

Director of Central Intelligence

Date

DECLINE:

A handwritten signature in dark ink, appearing to be 'MK' or similar, written over a horizontal line.

Director of Central Intelligence

9 SEP 1985

Date

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14 AUG 1985

ORANGE COUNTY CHAMBER OF COMMERCE

401 BANK OF AMERICA TOWER, THE CITY • ONE CITY BLVD. WEST, ORANGE, CA 92668 • (714) 634-2900
August 7, 1985

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U.S.D. Corp.President & CEO
Lucien D. Truhill, C.I.D.
Orange County Chamber of CommerceVice Chairmen of the Board
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The Seeley CompanyPeter G. Muth
Orco Block CompanyKendall E. Nungesser
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Attorney at LawMr. William J. Casey, Director
Central Intelligence Agency
Washington, D.C. 20505c/o George V. Lauder
Director, Public Affairs

Dear Mr. Casey:

In cooperation with the U.S. Department of Commerce and the U.S. Small Business Administration, as well as forty-eight other Southern California organizations, this Chamber is sponsoring the 23rd Edition of the country's major Economic Outlook Conference at the Anaheim Hilton on ~~Thursday~~ ~~November 7th~~.

If your busy schedule will permit, we would very much like to have you accept our invitation to be the ~~Luncheon~~ ~~Speaker~~ at the Conference. Past Speakers have included such persons as: Secretary of Defense Caspar Weinberger; then Treasury Secretary William Simon; Thomas Murphy, Chairman of the Board, General Motors; and Leland Prussia, Chairman of the Board, Bank of America. The enclosed brochure will give you some idea of the scope and range of the speakers.

This year we already have confirmed as morning speakers: Willard C. Butcher, Chairman & CEO, The Chase Manhattan Corporation; George M. Keller, Chairman of the Board, Chevron Corporation; Harrison L. Rogers, Jr., M.D., President, American Medical Association; Frank L. Morsani, Chairman of the Board, U.S. Chamber of Commerce; and Dr. Arthur Laffer, Economic Advisor to the Reagan Administration. The afternoon program consists of a panel of Economic Editors from U.S. News and World Report.

May I have the courtesy of an early reply from you as to your possible interest in addressing our Conference attendees.

Sincerely,


Lucien D. Truhill, CID
President & CEO

Enclosure

cc: Leland Oliver, General Chairman
Roy Knauff, Program Chairman
1985 Economic Outlook Conference

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